

Historic, Archive Document

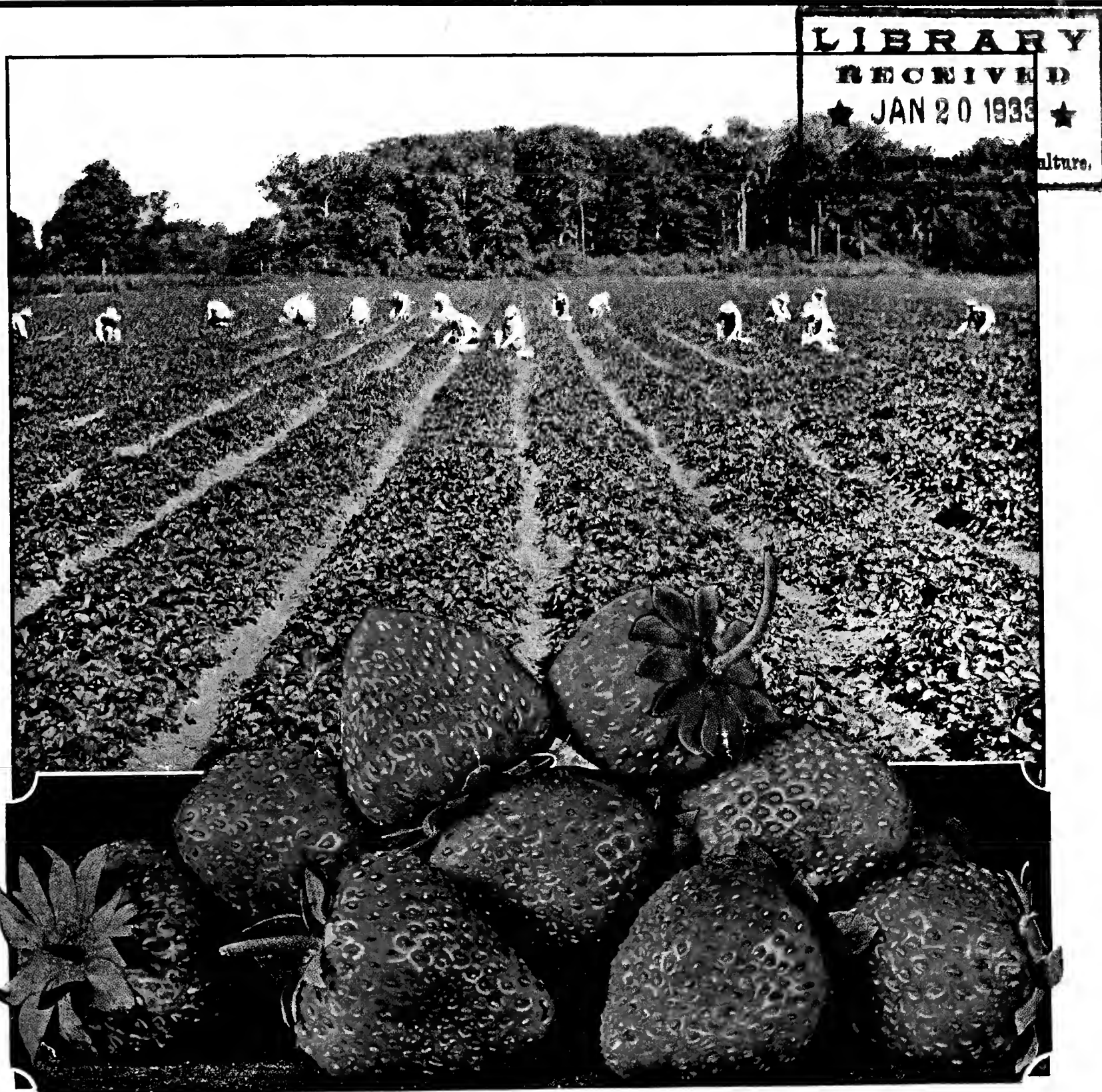
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32-17

The Coe Converse and Edwards Co.

Fort Atkinson Wisconsin

Strawberries



PAUL JONES

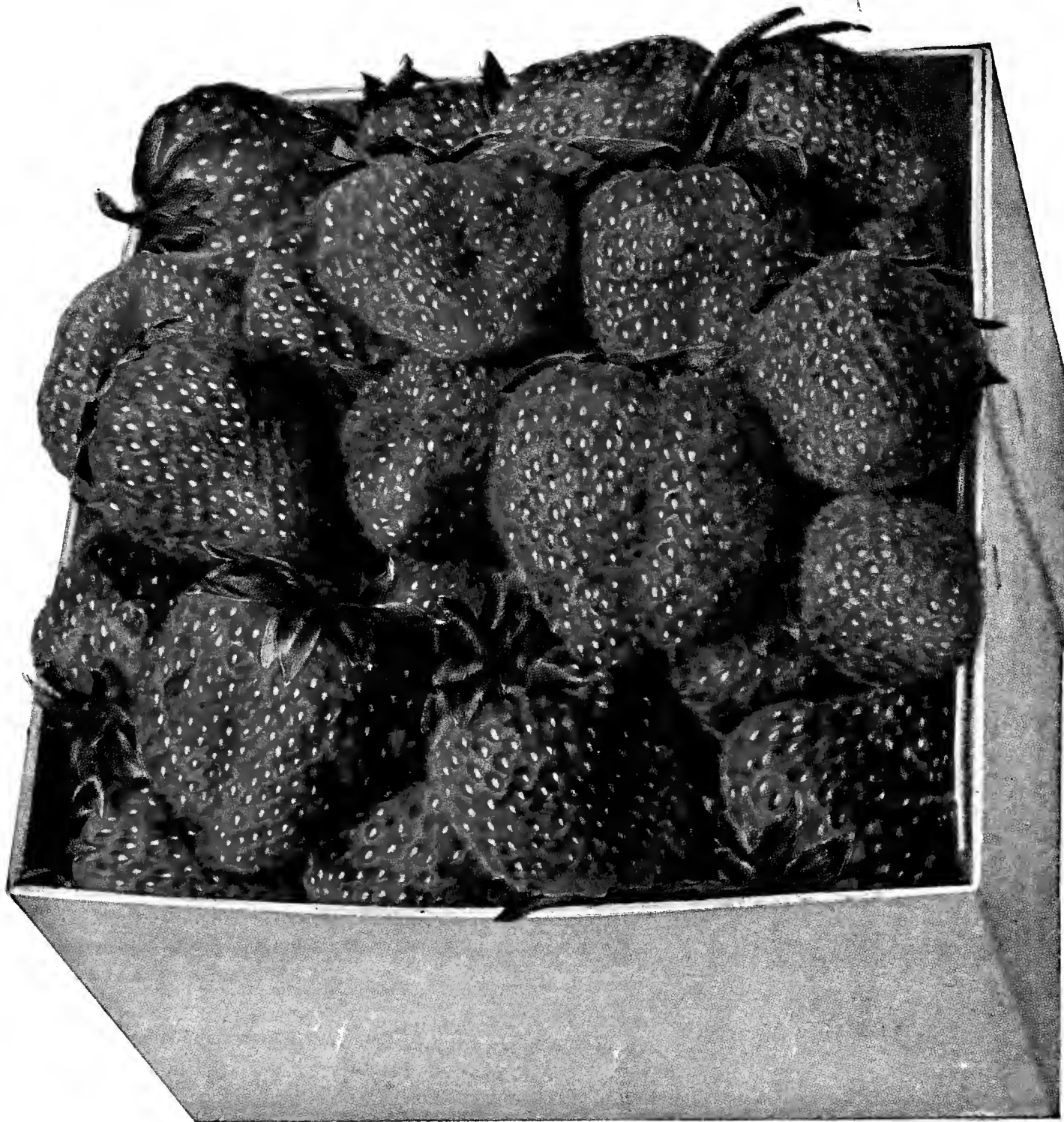
Paul Jones is a strong, healthy, vigorous plant, producing an abundance of medium-sized, bright red, sweet berries. Fine for the home garden. This variety and the Warfield are the only varieties we are growing that have the imperfect blossom. Plant

INSIST ON WISCONSIN GROWN STRAWBERRY PLANTS

Wisconsin-grown plants, freshly dug at the time of shipment are much better for the planter than those that are shipped in from a distance. You receive them while they are fresh and full of life. They start growing at once. We have specialized in growing Strawberries for 45 years and know how to grow and handle them.

COE, CONVERSE & EDWARDS CO.

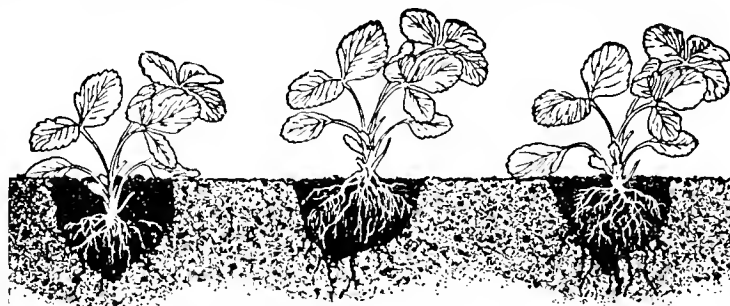
either Dunlap or Gibson with this variety and you will have an abundance of fruit. For the most fruit at the least work and expense we recommend growing strawberries in the matted row system as shown in the above illustration.



DUNLAP

Plant liberally of this old dependable variety. There have been more acres of Dunlap planted and more profit made from them than any other variety of strawberry. It does well on a variety of soils and over a wide range of territory, is a good plant maker and produces an abundance of fruit suitable for market, home use or canning.

How to Plant Strawberries



Too Deep

Too Shallow

Just Right

Spring is the best time to set Strawberries in this latitude. They will succeed in any good soil. Plow or spade land deeply before planting. Use spade for planting, pushing it in to full depth where plant will set. Press to one side, insert root and spread out fan shape and hanging down full length (see illustration). Remove spade and press dirt around roots by pressing with foot on each side of plant. Leave loose soil around plants. Set plants 18 to 24 inches apart in rows $3\frac{1}{2}$ to 4 feet apart. Train runners lengthwise, allowing new sets to root 5 or 6 inches apart. As soon as ground freezes cover lightly with hay or straw and remove just enough in the spring to allow plants to come up.

Why Not Get Some of the Money?

If you are located on a highway where there is tourist travel a patch of strawberries can be made to produce a fine profit for you in supplying this trade, besides you can have all the delicious fruit you can use for yourself. Many are cashing in on this.

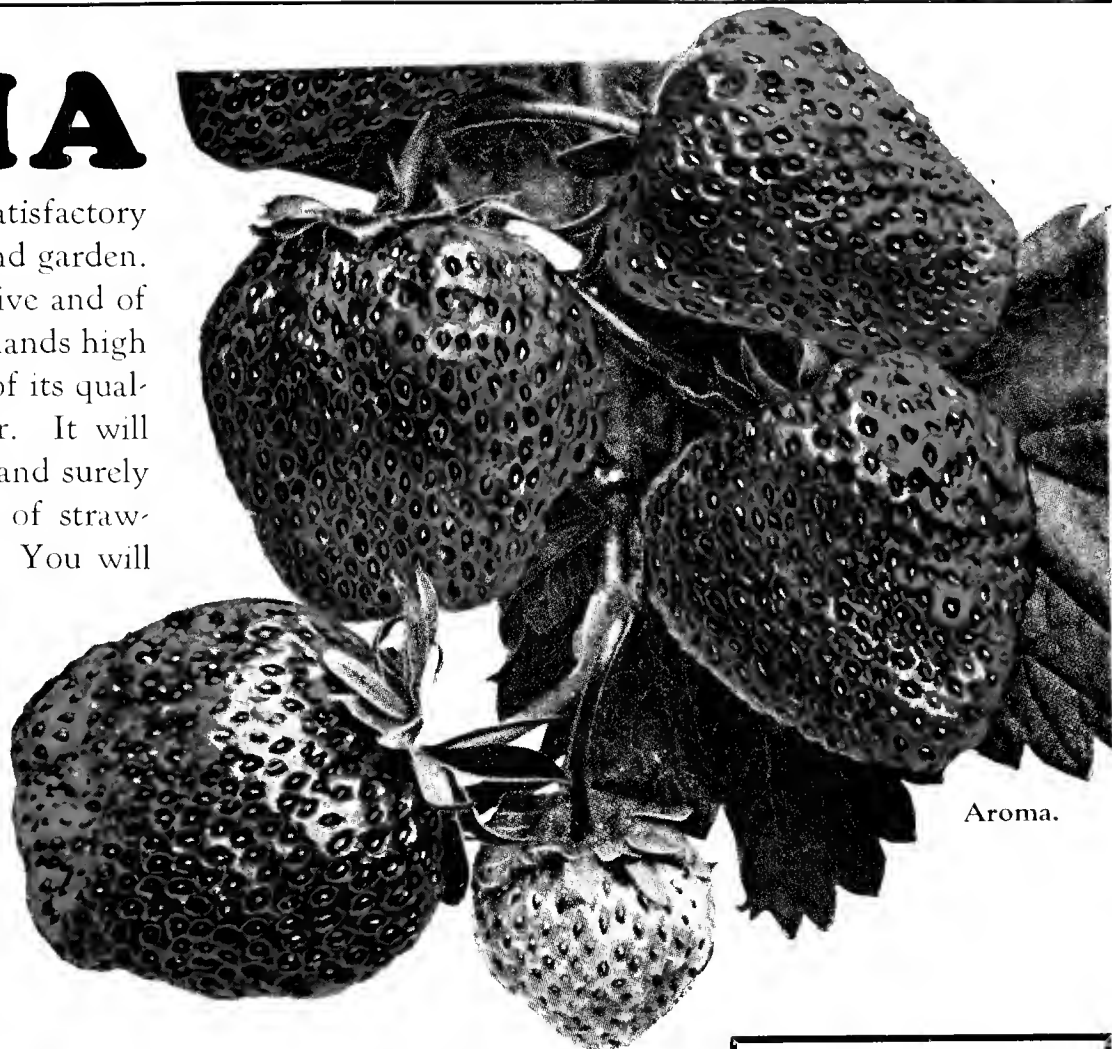
Why Not You?

AROMA

This has proven a most satisfactory late variety for both market and garden. The fruit is large, very attractive and of good quality. The fruit commands high prices on all markets because of its quality as a long distance shipper. It will extend the strawberry season and surely be welcome as we never tire of strawberries. Plant some Aroma. You will like them.

A SUGGESTION FOR A BED OF 500 PLANTS

100 Premier
100 Dunlap
100 Aroma
100 Either Gibson or
Paul Jones
100 Either Progressive or
Mastodon



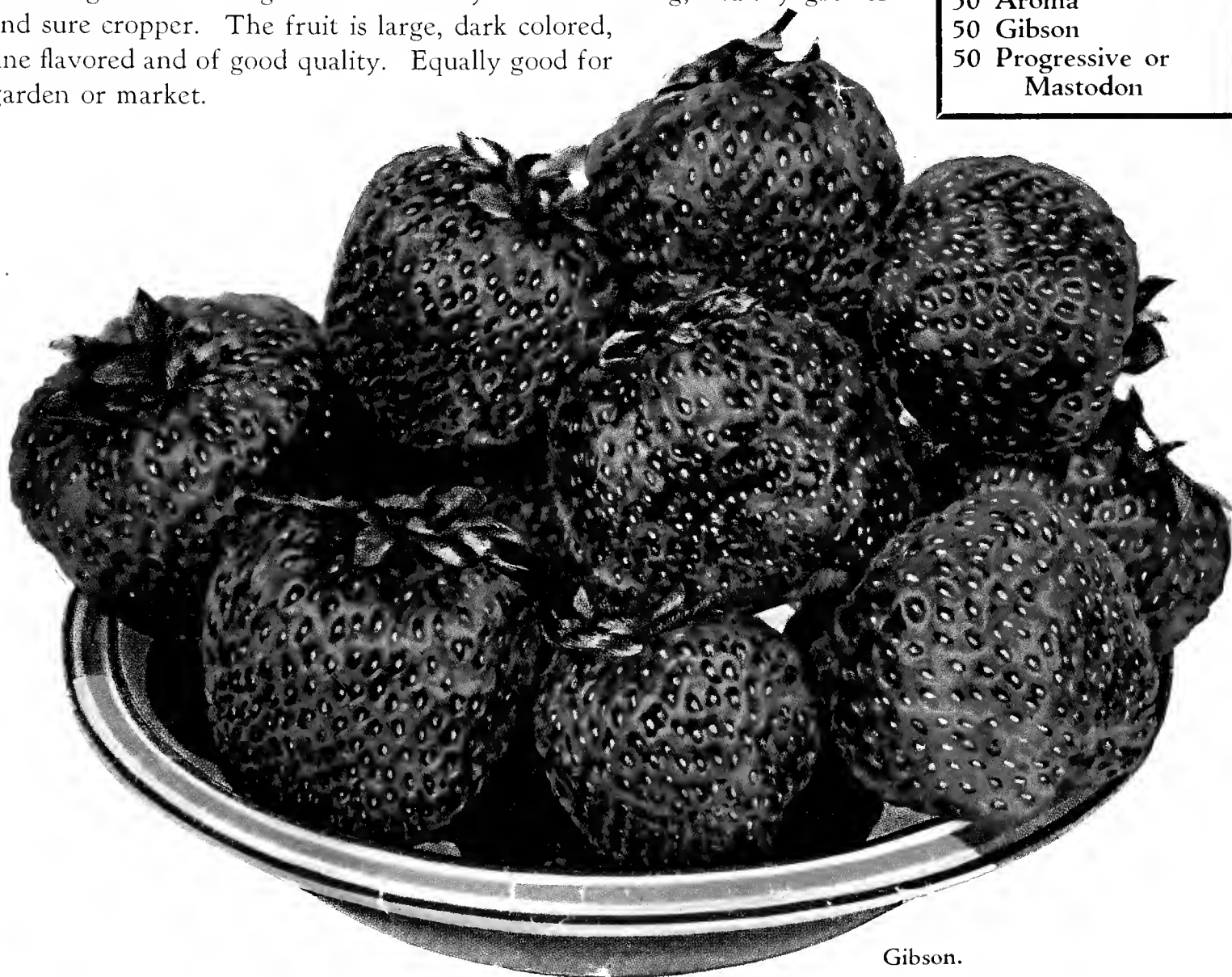
Aroma.

GIBSON

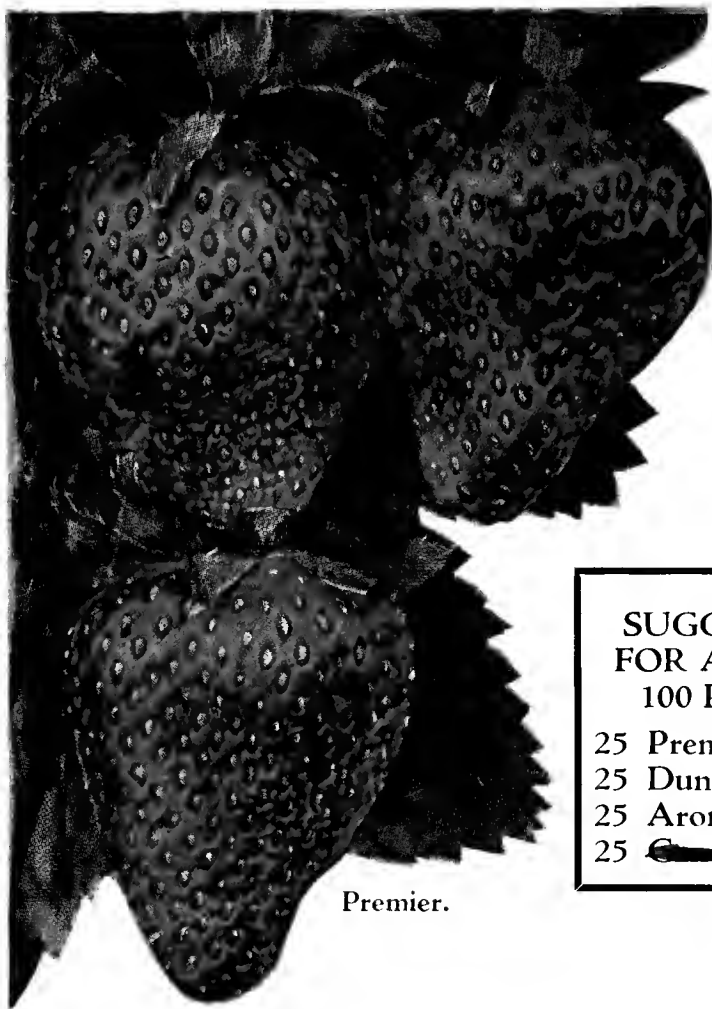
This is one of the older varieties. It has long been a favorite with commercial growers throughout the country. It is a strong, healthy grower and sure cropper. The fruit is large, dark colored, fine flavored and of good quality. Equally good for garden or market.

SUGGESTION FOR A BED OF 250 PLANTS

50 Premier
50 Dunlap
50 Aroma
50 Gibson
50 Progressive or
Mastodon



Gibson.



Premier.

SUGGESTION FOR A BED OF 100 PLANTS

25 Premier
25 Dunlap
25 Aroma
25 ~~Candy~~ GIBSON

PREMIER

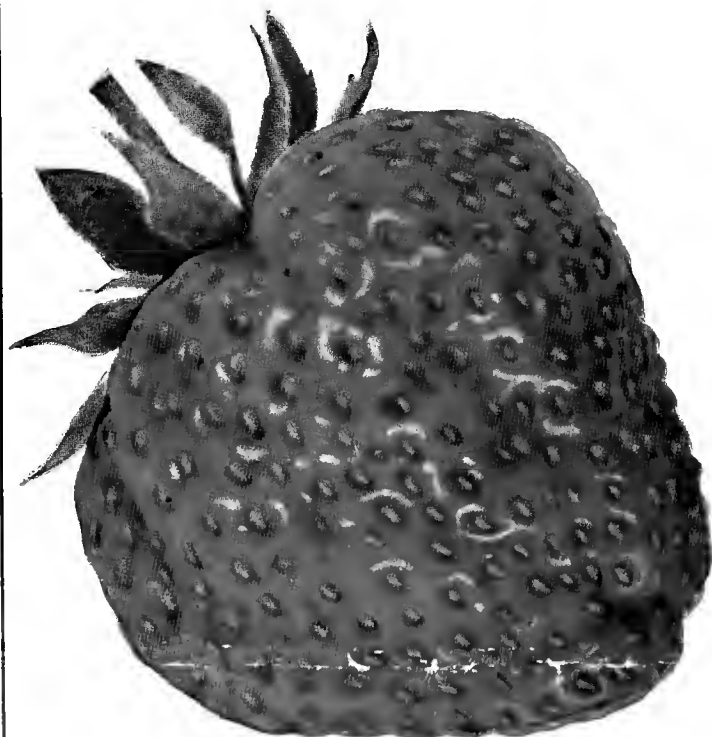
Reports from berry growers in many sections place this variety as the greatest extra early strawberry of all time. The Premier is not only early, it is large in size, uniform in shape, rich in color, fine in texture and produces abundantly. The plant is a healthy, luxuriant grower and good plant maker.



Progressive.

PROGRESSIVE

While this is one of the older everbearing varieties, we like it the best. The berries are not as large as those of the Mastodon but are of better quality for home and table use. They resemble the Dunlap, which is one of its parents. They are firm and evenly colored. Progressive will produce a good crop of fruit the same season it is planted if furnished plenty of moisture. A full crop of any everbearing variety depends largely on the amount of moisture received. They must have water to be successful.



Mastodon.

MASTODON

Without a doubt the most widely advertised everbearing variety yet introduced. It is gaining in popularity each year, due to its wonderful bearing qualities, immensely large berries and hardy productiveness. Mastodon makes comparatively few new plants and can be best grown in the hill system. This is a fine market berry and will produce three good crops in the same length of time required to produce one with old varieties.

**Coe, Converse & Edwards
Company**

Fort Atkinson, Wisconsin